

Nursing Now campaign: time to break your silence

The Nursing Now campaign states: 'It's time to give nurses more recognition, investment and influence' (Nursing Now, 2018). By strengthening the nursing profession through the campaign, global healthcare challenges of the 21st century can also be impacted. So, what is Nursing Now, and why should you know about it?

The three-year Nursing Now campaign was launched on 27 February 2018 in London, Geneva, Jordan, South Africa and the USA, and it continues to grow as more countries join. The campaign is designed to strengthen the profile and raise the global status of nursing, while improving world health (treatment, care, health promotion and disease prevention). The World Health Organization (WHO), the International Council of Nurses and the Burdett Trust for Nursing are collaborating to realise these objectives for the campaign. Underpinning and acting as inspiration for the campaign are the findings of the All-Party Parliamentary Group on Global Health's (APPG Global Health) 2016 Triple Impact report. The Nursing Now campaign is co-chaired by Lord Nigel Crisp (co-chair of APPG Global Health), and Professor Sheila Tlou (co-chair of Global HIV Prevention Coalition), with Dr Barbara Stilwell as the executive director.

Cate Wood, honorary clinical fellow and visiting specialist, Plymouth University; postgraduate researcher, Faculty of Management, Bournemouth University

'The campaign should make nursing more visible, and by doing so, encourage nurses to support their profession and influence policymakers... it also brings nursing into the global spotlight.'

The APPG Global Health recommends that the UK government with the Commonwealth Secretariat, the European Union, the World Health Organization and other international agencies work to meet the seven aims listed in *Box 1*.

Box 1.

Seven aims

1. Raise the profile of nursing and make it central to health policy
2. Support plans to increase the number of nurses being educated and employed globally
3. Develop nurse leaders and nurse leadership
4. Enable nurses to work to their full potential
5. Collect and disseminate evidence of the impact of nursing on access, quality and costs, and ensure it is incorporated in policy and acted upon
6. Develop nursing to have a triple impact on health, gender equality and economies
7. Promote partnership and mutual learning between the UK and other countries.

For nurses and others who really understand the roles of nurses, the seven aims seem both relevant and reasonable. The report also highlights the global triple impact of nursing as: better health, greater gender equality, and stronger economies (APPG Global Health, 2016). However, caution is necessary to ensure that the promotion of nursing and nurses is balanced with the fundamental central principle of providing better access and improved health care at the heart of the campaign, and the fair treatment of nurses. In addition, there is a universal call to recognise the underlying socioeconomic and environmental factors, and associated health disparities that affect global health.

While the Triple Impact report highlights nursing — and the numerous skills nurses can bring to healthcare delivery and the prevention of ill health on a global scale — there remains a continued general lack of knowledge about what nursing really is and what nurses do. The different levels of nurse education, skill sets and roles in other countries also complicates understanding. The blurring of roles as a result of nurses being substituted for other professionals, with nurses adapting to provide services that were once delivered by others, adds to the confusion. Nurses are autonomous and accountable professionals who provide clinical care, act as advocates, educators, researchers, leaders and managers.

However, the public has no real idea what nurses do apart from occasional insights when they need



People.Health.Care.

Recommended by

NICE

Debrisoft®

Prepare to heal

New and improved

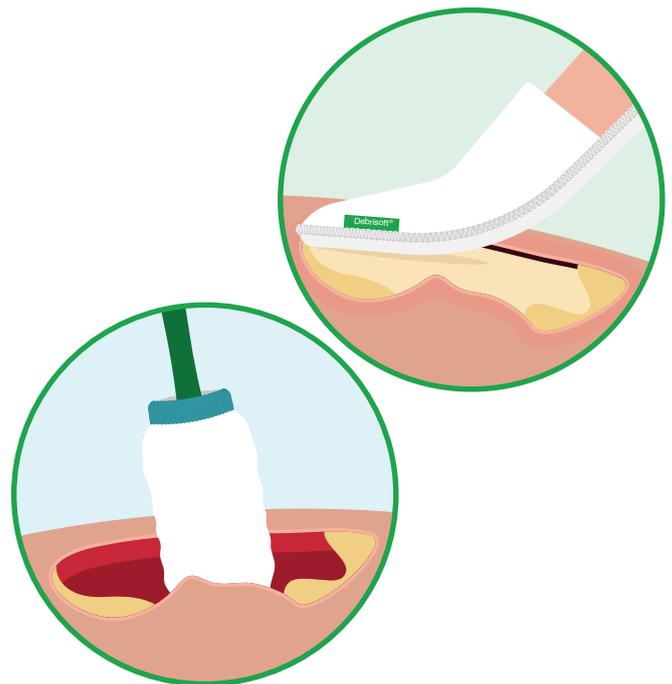


Remove the reasons for barriers to healing with wound bed preparation using Debrisoft®.

Debrisoft® now has an improved design with a tried and tested pocket to make removing barriers to healing even easier.

- Slough and devitalised tissue
- Debris
- Exudate
- Bacteria and biofilm
- Dry and flaky skin

To find out more about the **New and improved** Debrisoft® or to order a sample go to www.debrisoft.co.uk or call **08450 606 707**





Credit: Raupixol/Shutterstock

their help. It is therefore unlikely that nurses are looked to as a powerhouse of global change. Five of the core areas of the campaign, however, should help to move nursing away from its stereotypical images — as angels or doctors' handmaidens, for example. In the author's clinical opinion, this could be by:

- ▶ Giving nurses a voice in health policymaking
- ▶ Making greater investment in the nursing workforce
- ▶ Recruiting more nurses into leadership positions
- ▶ Carrying out research into where nurses can have the greatest impact
- ▶ Sharing best health-care practice.

Therefore, the Nursing Now campaign should make nursing more visible, and by doing so, encourage nurses to support their profession and influence policymakers.

The Nursing Now campaign, through nurses, has the capacity to succeed in its aims of reducing non-communicable diseases, improving public health and delivering universal health coverage for all.

However, it also brings nursing into the global spotlight and gives us all a chance to break our silence. Please use this opportunity to articulate your true worth while being a part of meeting the global

health challenges. Together with Barbara Stillwell, Jane Salvage is a key voice in the promotion of nursing and healthcare development. As they say in their article written earlier this year:

For too long, nurses have been invisible, uncounted, undervalued and silenced. Now is the moment to find our individual and collective voices: not just #MeToo, but also #NursesToo, and Nursing Now.

(Salvage and Stillwell, 2018)

REFERENCES

- All-Party Parliamentary Group on Global Health (2016) *Triple Impact. How developing nursing will improve health, promote gender equality and support economic growth*. APPG Global Health, London. Available online: [www.appg-globalhealth.org.uk/Triple Impact](http://www.appg-globalhealth.org.uk/Triple%20Impact) (accessed December, 2018)
- Nursing Now (2018) *Get involved*. Available online: www.nursingnow.org/join-the-campaign (accessed December, 2018)
- Salvage J, Stillwell B (2018) Breaking the silence: A new story of Nursing. *J Clin Nurs* 27(7–8): 1301–3. Available online: <https://onlinelibrary.wiley.com/doi/full/10.1111/jocn.14306>

Nursing Now campaign: key points

A summary of the campaign and how to get involved:

- ▶ The three-year campaign is based on the findings of the Triple Impact report, which concluded that, as well as improving health globally, empowering nurses would contribute to improved gender equality, and build stronger economies.
- ▶ The campaign aims to do this by raising the profile and status of nurses worldwide.
- ▶ The campaign's board is made up of nurses and non-nurses from 16 countries.
- ▶ Nursing Now will work with partners around the world to advocate for more nurses in leadership roles, and help nurses access better education and training.
- ▶ There are many ways to get involved: you can pledge your support online, join or set up a Nursing Now group, and spread the word of the campaign using the online social media materials.

For more details about the campaign as well as news and resources, and details of how to get involved, visit:

www.nursingnow.org

SIMPLE INFECTION
MANAGEMENT...

SAFE INFECTION
PREVENTION...

UNIQUE MICROBE
BINDING TECHNOLOGY...



THINK

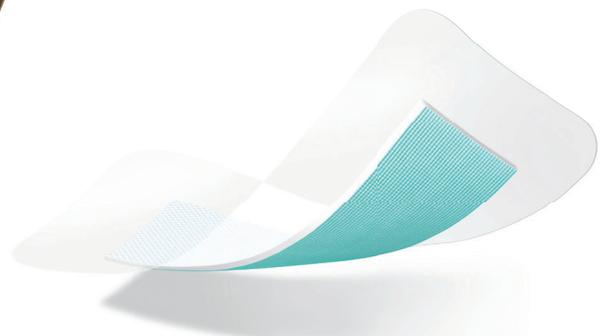
Cutimed® Sorbact®



Effectively reduces the bacterial burden in critically colonised or locally infected chronic wounds¹

THINK

Leukomed® Sorbact®



Represents a clinically significant 65% relative risk reduction of acquiring a Surgical Site Infection²

To find out more information or order a free evaluation sample, please contact the **Concierge Service** on **01482 670177**

¹ Cutting K, Maguire J (2015) Safe bioburden management. A clinical review of DACC technology. Journal of Wound Care Vol 24, No 5

² Stanirowski J, Bizon M, Cendrowski K, et al (2016b) Randomized controlled trial evaluating dialkylcarbonyl chloride impregnated dressings for the prevention of surgical site infections in adult women undergoing caesarean section. Surg Infect (Larchmt) 17(4): 427-35

Sorbact® is a registered trademark of ABIGO medical AB